

## # Talk to a Printer vol. 1

We don't wear leather britches any more, but printers still use a vocabulary that draws on centuries of tradecraft. Despite our best intentions, talking shop with a printer can be confusing. This Service Note offers definitions you may find helpful.

**Basis Weight-** the weight in pounds of 500 sheets of paper cut to the basic size for that grade.

**Bleed-** printing that goes to the edge of the sheet after trimming.

**Blueline-** a printers proof for checking the accuracy of layout and position before printing plates are made. Now more commonly a DBL, digital blue line.

**Brightness-** the reflectance or brilliance of the paper.

**Color bars-** also color control bars, or proofing bars. Rows of color patches printed in the trim area used to control trapping, ink density, dot gain and print contrast.

**Color separation-** the process for preparing artwork, photos, or computer art for printing by separating into the four primary printing colors.

**Cover Stock-** also know as card stock, a heavyweight paper used when durability is a concern.

**Crossover-** printing across the gutter or from one page to the facing page of a publication.

**Density-** the degree of color or darkness of an image.

**Dot-** an element of a halftone.

**Dot gain-** the increase in dot size from the plate to the printed sheet.

**Drawdown-** a smear of ink on paper used to approve the colors before printing.

**Dummy-** a rough layout of a printed piece showing position and finished size.

**Foil stamp-** using a die to place a metallic or pigmented image on paper.

**FTP-** file transfer protocol, a method of sending electronic files from computer to computer.

**Ghosting-** a faint printed image that appears on a printed sheet where it was not intended.

**Grain-** the direction in which the paper fibers are oriented

**Gripper edge-** the leading edge of a sheet as it is pulled through the press.

**Gripper-** the metal fingers that hold the paper as it passes through a sheet press

**Hickey-** unplanned spots that appear in the printed image from dust or dried ink.

**Highlight-** the lightest area of a photograph. When produced by a halftone, it is the area that has the fewest and smallest dots.

**Imposition-** positioning printed pages so they will fold in the correct order.

**Indicia-** postal information placed on a printed product.

**Kerning-** to increase or decrease the spacing between letters to improve readability.

**Knock out-** to mask part of an image so it does not print

**Makeready-** all the activity required to prepare a press to print.

**Moire-** an undesirable pattern cause by incorrect halftone screen angles.

**Mottle-** a spotty or uneven appearance of printing, mostly in solid areas.

**Perfect bind-** a type of binding that glues the edge of sheets to a cover like a telephone book.

**Perfecting-** printing both sides of the paper in the same pass through the press.

**Plate-** a metal sheet that has a light or heat sensitive image layer. During the printing process the image area picks up ink,

**PMS-** an abbreviation for the Pantone Color Matching System, a system for identifying ink colors.

**Point-** for paper a unit of thickness equal to 1/1000 inch. For type, a unit equal to 1/72 inch.

**Preflight-** a process for analyzing digital files for output readiness.

**Process colors-** Cyan (process blue), Magenta (process red), Yellow, and Black, often abbreviated CMYK.

**Register-** to position print in the proper relation to the edge of the sheet and to other elements on the sheet.

**Saddle stitch-** binding a booklet with staples in the seam where it folds

**Scoring-** a crease applied in a straight line to a sheet to allow it to fold easier and more accurately.

**Self-cover-** using the same paper as the text for the cover.

**Sheetwise-** to print one side of a sheet with one plate, then turn the sheet over and print the other side with another plate using same gripper and opposite side guide.

**Signature-** a sheet of printed pages which when folded becomes part of a book.

**Soft proof-** a proof that is viewed on a monitor rather than on paper as a hard proof.

**Stochastic-** a screening process that converts images into very small dots of equal size and variable spacing.

**Tack-** the stickiness of ink required to adhere properly to the substrate. Too much tack can cause picking of fibers from the paper.

**Trapping-** the ability to print one ink over another.

**UV coating-** a liquid coating applied to the printed piece then bonded with ultraviolet light. The coating can provide gloss, texture and durability.

**Varnish-** a colorless ink applied to printed surfaces for looks or protection.

**Web press-** a press that prints a continuous roll of paper.

**Wire side-** in papermaking, the side of the paper next to the wire on the paper machine. The under side of the paper.

**With the grain-** folding or feeding paper into a machine parallel to the grain of the paper.

**Work and tumble-** one side is printed then the sheet is turned from front to rear so that the opposite end is used as the gripper edge when the second side is printed.

**Work and turn-** a printing method where one side of the sheet is printed, then the sheet is turned over so that the same gripper edge is used when the second side is printed.

**Sure thing-** Selecting Geographics for your projects.